

WATERFRONT MARKET REPORT

OWEN SOUND — MEAFORD — THE BLUE MOUNTAINS — COLLINGWOOD — WASAGA BEACH — TINY

SECOND QUARTER 2022

RECIPIENT OF ROYAL LEPAGE'S
BROKERAGE OF THE YEAR AWARD FOR ONTARIO



OVERVIEW

SECOND QUARTER SALES DOWN, WITH AVERAGE PRICES UP OVERALL

In Q2-2022 the communities of Owen Sound, Meaford, The Blue Mountains., Collingwood, Wasaga Beach and Tiny collectively saw **\$60,521,351** in waterfront home sales on **44** transactions. That volume was down **48%** from Q2-2021's **\$116,943,298**, while unit sales were down **41%** from last year's **75**. By comparison, 2022's year-to-date volume for waterfront homes was **\$113,031,806**, down **29%** from 2021's first-half total of **\$160,000,998**. Unit sales of **73** were down **37%** from last year's **110**.

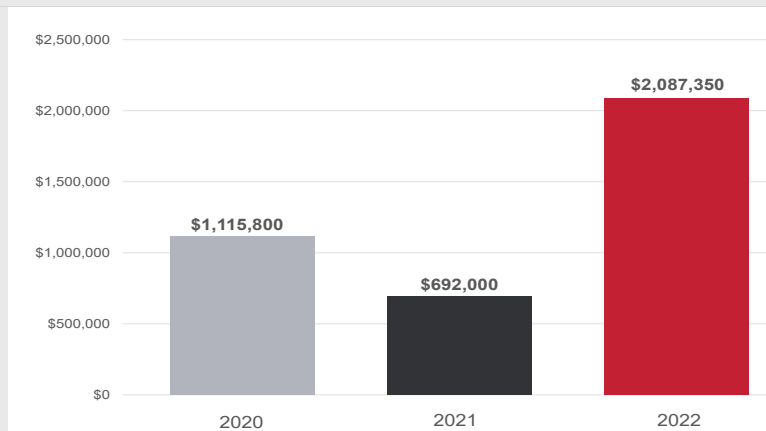
The biggest year-over-year volume gains went to The Blue Mountains (**up 270%**) and Owen Sound (**up 48%**), with all other communities down: Meaford by **25%**, Collingwood by **41%**, Wasaga Beach by **45%** and Tiny by **67%**. The same pattern was true for average sale prices, with one exception. The Blue Mountains was up **85%**, Owen Sound was up **23%** and Collingwood was up **8%**, while Wasaga Beach and Tiny were both down **12%** with Meaford down **15%**.



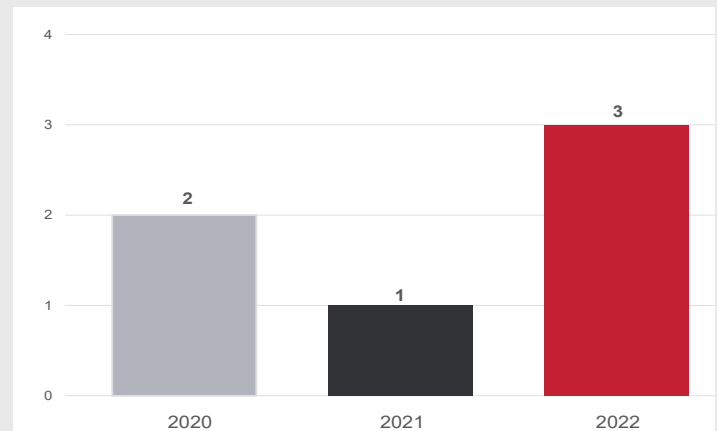
OWEN SOUND

	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$1,115,800	\$3,352,000	\$4,961,350	+48%
YTD Unit Sales	2	5	6	+20%
YTD New Listings	3	5	14	+180%
YTD Sales/Listings Ratio	67%	100%	43%	-57%
YTD Expired Listings	3	0	2	+200%
YTD Sales: Under \$800K	2	4	4	0%
YTD Sales: \$800K - \$999K	0	0	1	+100%
YTD Sales: \$1M - \$1.499M	0	1	0	-100%
YTD Sales: \$1.5M - \$1.999M	0	0	1	+100%
YTD Sales: \$2M+	0	0	0	0%
YTD Close Price / Sq. Ft. Ratio	\$165	\$418	\$423	+1%
YTD Average Days-On-Market	78	10	20	+100%
YTD Average Sale Price	\$557,900	\$670,400	\$826,892	+23%

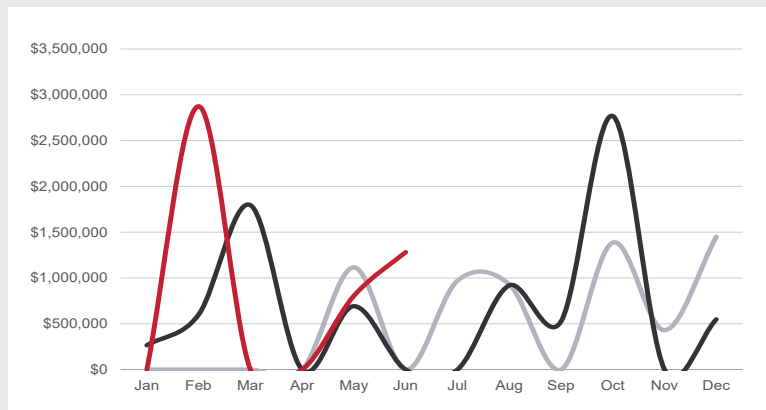
Owen Sound MLS® Waterfront Sales, Second Quarter
2020 vs. 2021 vs. 2022 (Volume)



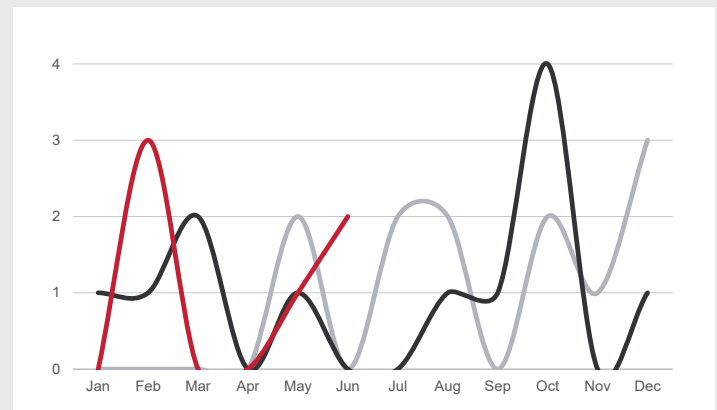
Owen Sound MLS® Waterfront Sales, Second Quarter
2020 vs. 2021 vs. 2022 (Units)



Owen Sound Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



Owen Sound Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)

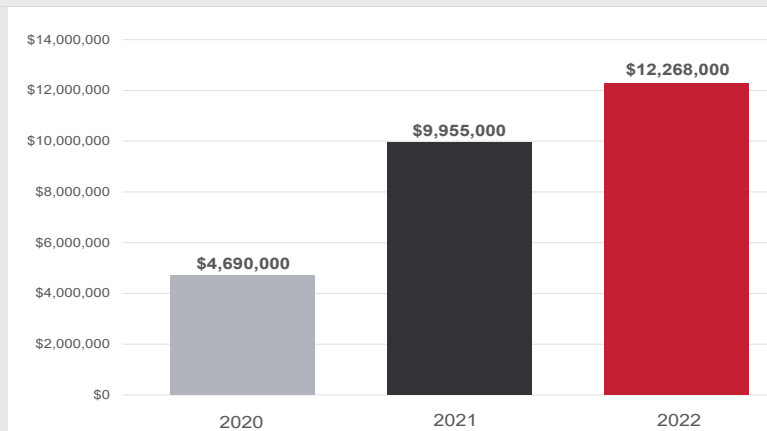


MEAFORD

	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$7,485,000	\$17,979,900	\$13,472,000	-25%
YTD Unit Sales	7	9	8	-11%
YTD New Listings	18	11	14	+27%
YTD Sales/Listings Ratio	39%	82%	57%	-25%
YTD Expired Listings	1	0	0	0%
YTD Sales: Under \$800K	2	9	1	-89%
YTD Sales: \$800K - \$999K	3	0	1	+100%
YTD Sales: \$1M - \$1.499M	1	0	2	+200%
YTD Sales: \$1.5M - \$1.999M	1	0	2	+200%
YTD Sales: \$2M+	0	0	2	+200%
YTD Close Price / Sq. Ft. Ratio	\$431	\$718	\$822	+14%
YTD Average Days-On-Market	104	20	17	-15%
YTD Average Sale Price	\$1,069,286	\$1,997,767	\$1,684,000	-15%

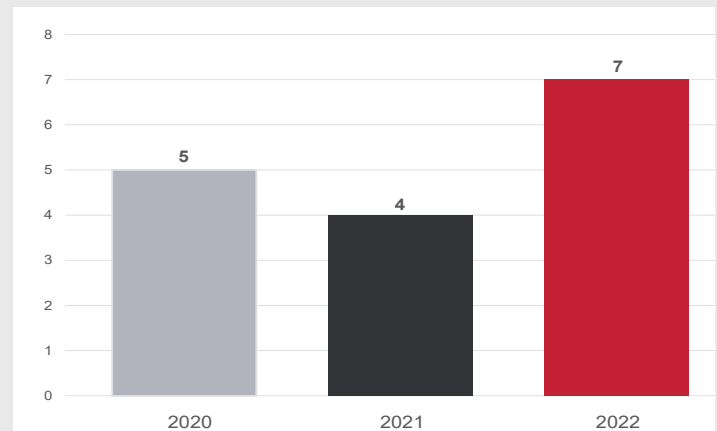
Meaford MLS® Waterfront Sales, Second Quarter

2020 vs. 2021 vs. 2022 (Volume)



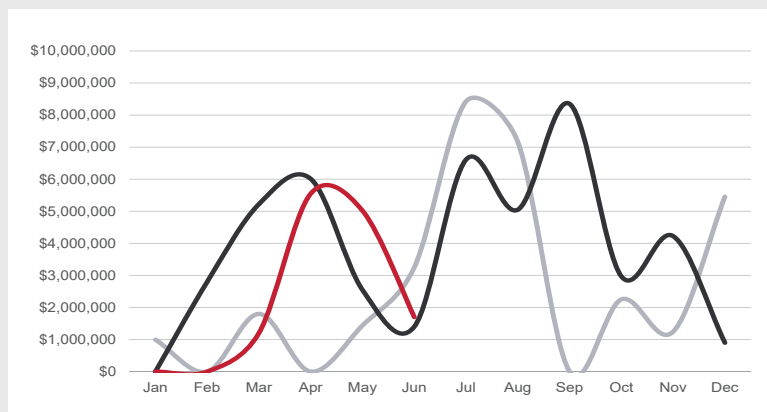
Meaford MLS® Waterfront Sales, Second Quarter

2020 vs. 2021 vs. 2022 (Units)



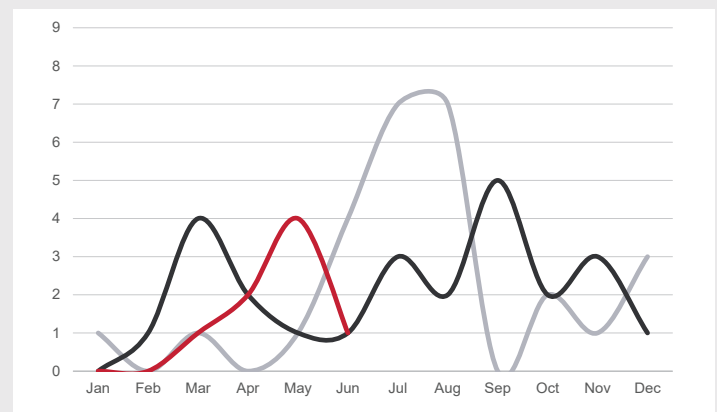
Meaford Monthly MLS® Waterfront Sales

2020 vs. 2021 vs. 2022 (Volume)



Meaford Monthly MLS® Waterfront Sales

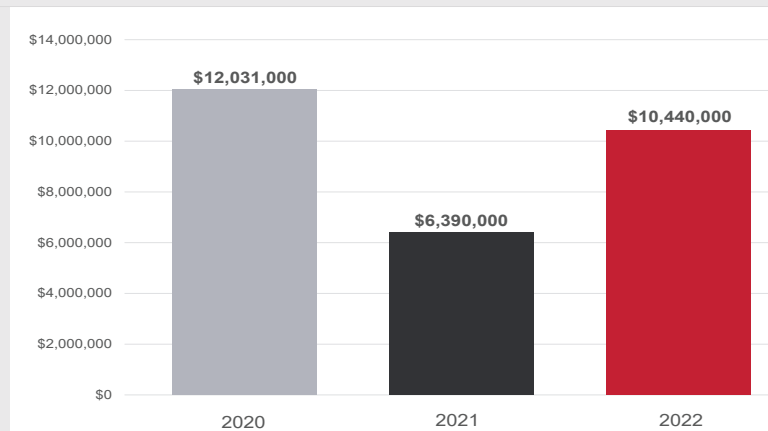
2020 vs. 2021 vs. 2022 (Units)



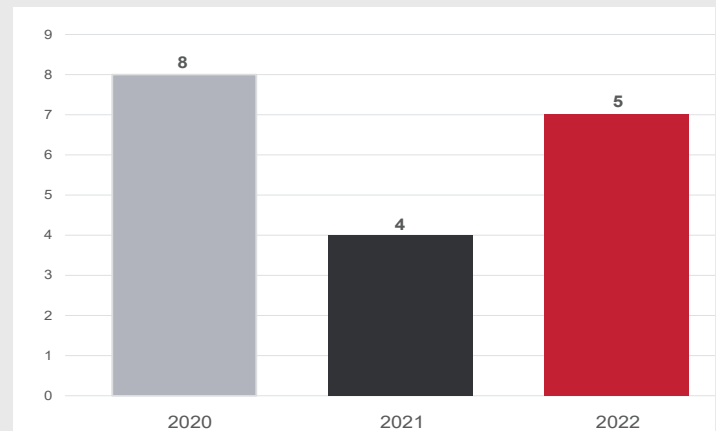
THE BLUE MTS.

	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$19,708,900	\$9,605,000	\$35,490,535	+270%
YTD Unit Sales	14	6	12	+100%
YTD New Listings	36	15	13	-13%
YTD Sales/Listings Ratio	39%	40%	92%	+52%
YTD Expired Listings	7	1	0	-100%
YTD Sales: Under \$800K	4	1	0	-100%
YTD Sales: \$800K - \$999K	1	0	2	+200%
YTD Sales: \$1M - \$1.499M	3	3	2	-33%
YTD Sales: \$1.5M - \$1.999M	3	0	0	0%
YTD Sales: \$2M+	3	2	8	+300%
YTD Close Price / Sq. Ft. Ratio	\$556	\$751	\$1,015	+25%
YTD Average Days-On-Market	58	15	27	+107%
YTD Average Sale Price	\$1,407,779	\$1,600,833	\$2,957,545	+85%

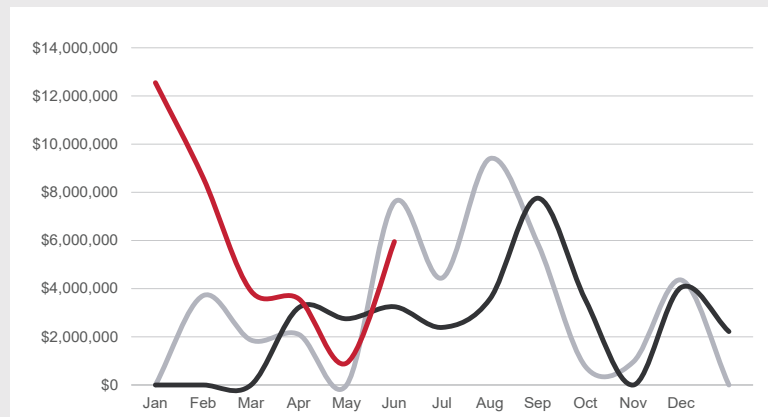
The Blue Mts. MLS® Waterfront Sales, Second Quarter
2020 vs. 2021 vs. 2022 (Volume)



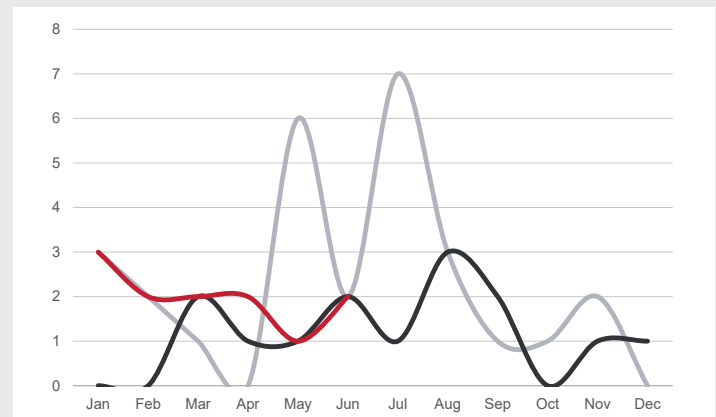
The Blue Mts. MLS® Waterfront Sales, Second Quarter
2020 vs. 2021 vs. 2022 (Units)



The Blue Mts. Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



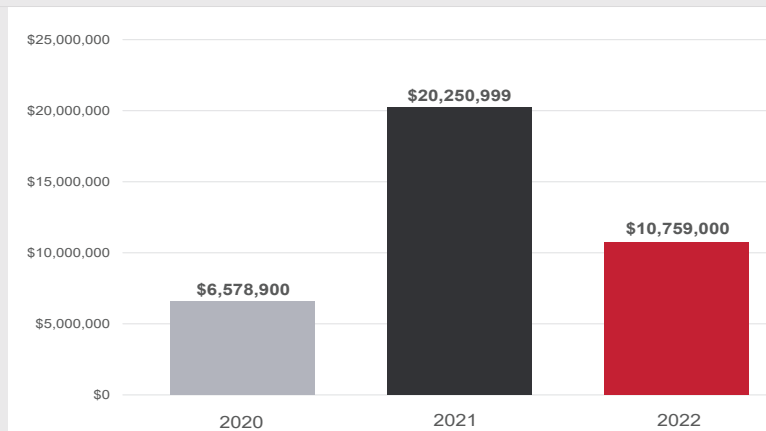
The Blue Mts. Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



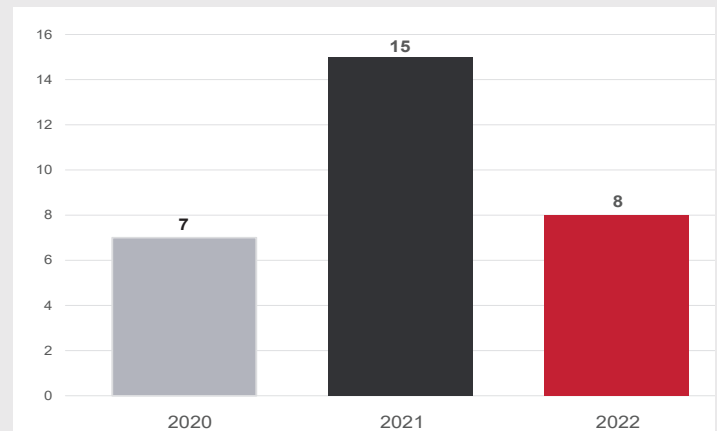
COLLINGWOOD

	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$12,644,900	\$26,879,999	\$15,974,500	-41%
YTD Unit Sales	14	20	11	-45%
YTD New Listings	37	33	27	-18%
YTD Sales/Listings Ratio	38%	61%	41%	-20%
YTD Expired Listings	3	1	4	+300%
YTD Sales: Under \$800K	7	6	2	-67%
YTD Sales: \$800K - \$999K	2	4	1	-75%
YTD Sales: \$1M - \$1.499M	4	3	5	+67%
YTD Sales: \$1.5M - \$1.999M	1	4	1	-75%
YTD Sales: \$2M+	0	3	2	-33%
YTD Close Price / Sq. Ft. Ratio	\$506	\$815	\$759	-7%
YTD Average Days-On-Market	22	11	16	+45%
YTD Average Sale Price	\$903,207	\$1,344,000	\$1,452,227	+8%

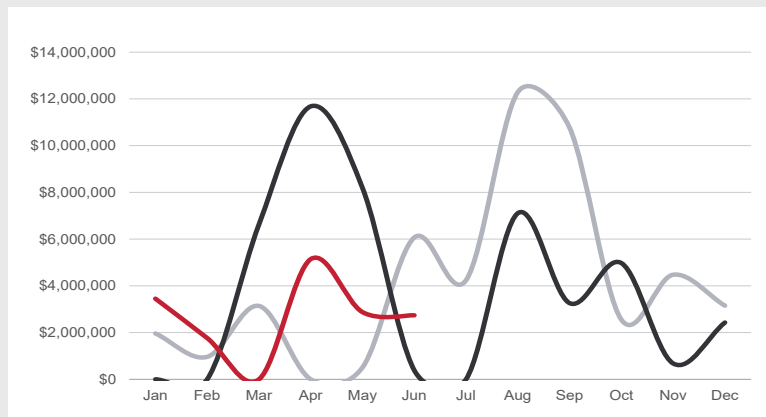
Collingwood MLS® Waterfront Sales, Second Quarter
2020 vs. 2021 vs. 2022 (Volume)



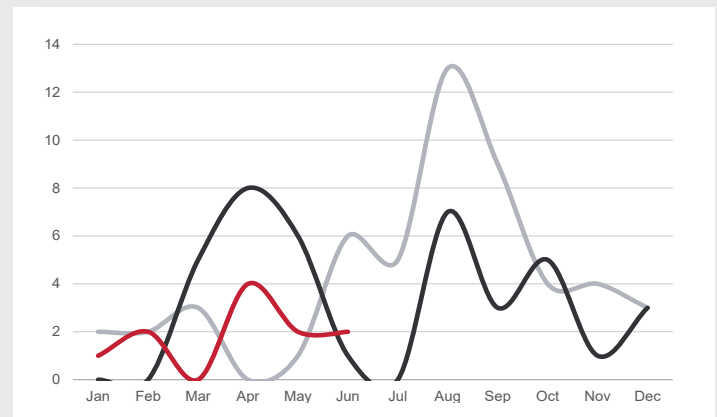
Collingwood MLS® Waterfront Sales, Second Quarter
2020 vs. 2021 vs. 2022 (Units)



Collingwood Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



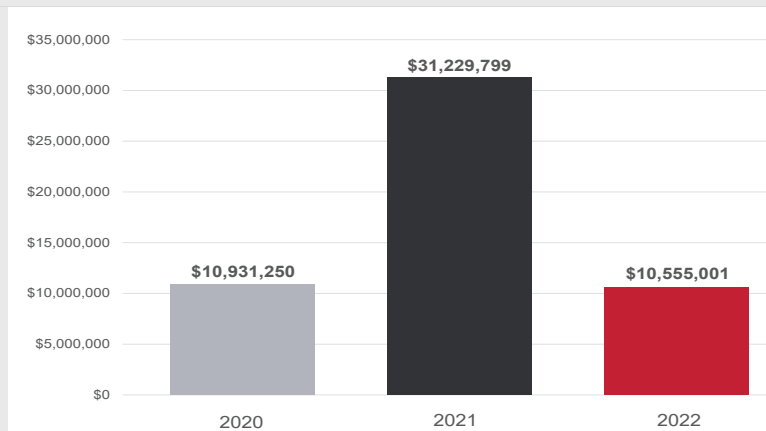
Collingwood Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



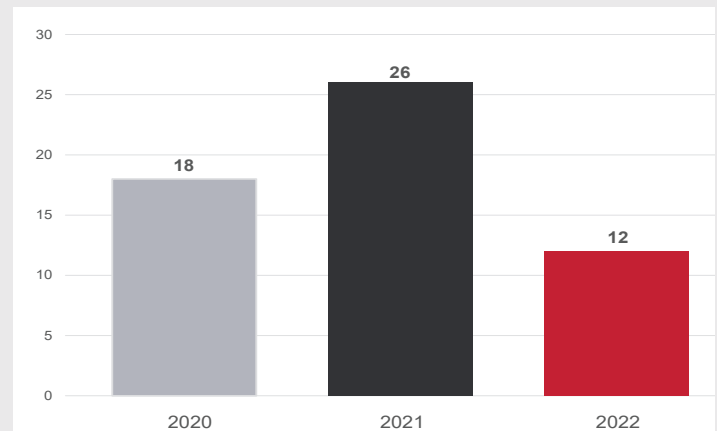
WASAGA BEACH

	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$18,827,500	\$41,724,899	\$23,081,421	-45%
YTD Unit Sales	28	38	24	-17%
YTD New Listings	62	51	64	+25%
YTD Sales/Listings Ratio	45%	76%	38%	-38%
YTD Expired Listings	16	3	3	0%
YTD Sales: Under \$800K	20	14	11	-21%
YTD Sales: \$800K - \$999K	3	4	1	-75%
YTD Sales: \$1M - \$1.499M	5	13	9	-31%
YTD Sales: \$1.5M - \$1.999M	0	4	3	-25%
YTD Sales: \$2M+	0	3	0	-300%
YTD Close Price / Sq. Ft. Ratio	\$407	\$617	\$673	+9%
YTD Average Days-On-Market	44	31	20	-35%
YTD Average Sale Price	\$672,402	\$1,098,024	\$961,726	-12%

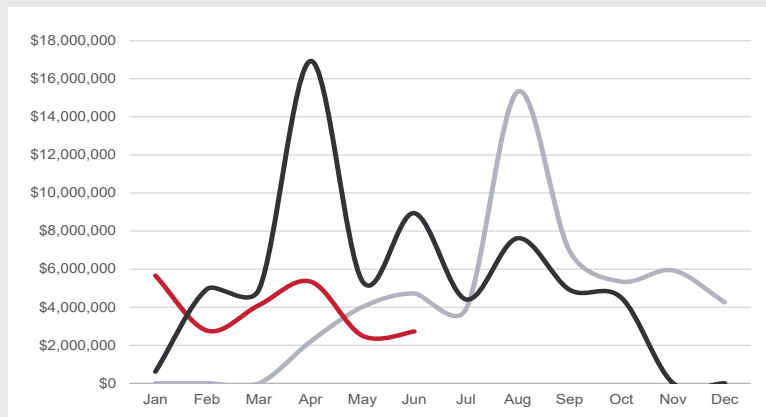
Wasaga Beach MLS® Waterfront Sales, Second Quarter
2020 vs. 2021 vs. 2022 (Volume)



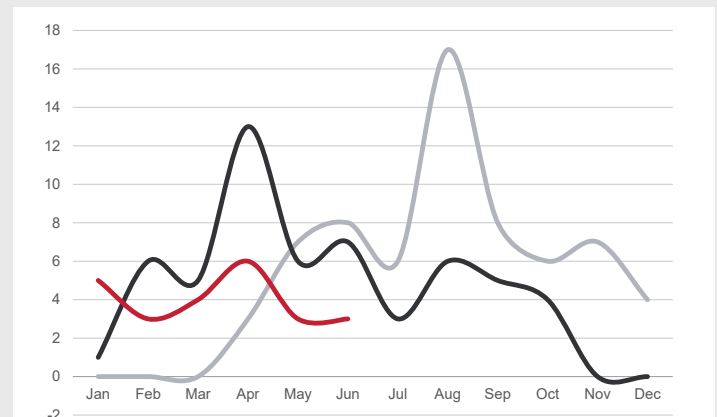
Wasaga Beach MLS® Waterfront Sales, Second Quarter
2020 vs. 2021 vs. 2022 (Units)



Wasaga Beach Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



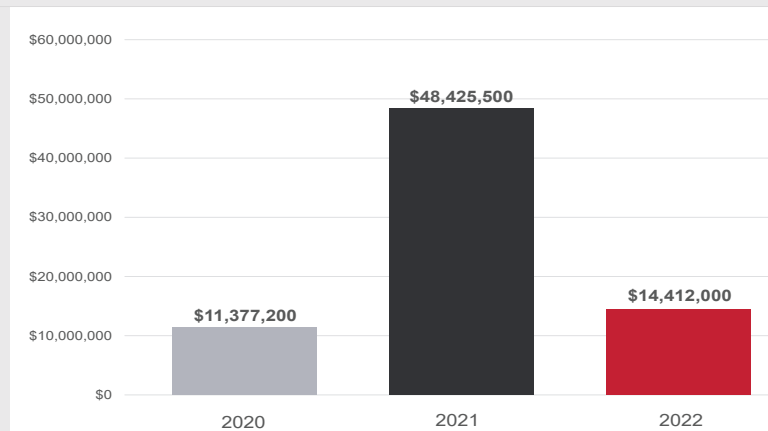
Wasaga Beach Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



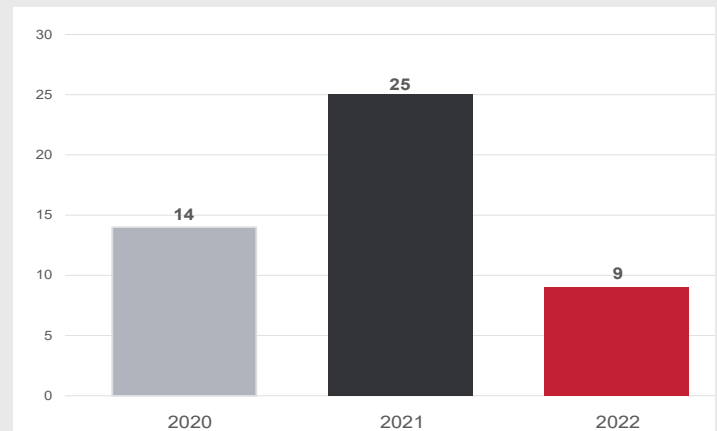
TINY TOWNSHIP

	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$13,032,200	\$60,459,200	\$20,052,000	-67%
YTD Unit Sales	16	32	12	-62%
YTD New Listings	48	55	13	-76%
YTD Sales/Listings Ratio	33%	58%	92%	+34%
YTD Expired Listings	16	1	3	+200%
YTD Sales: Under \$800K	10	1	1	0%
YTD Sales: \$800K - \$999K	1	0	0	0%
YTD Sales: \$1M - \$1.499M	4	7	5	-29%
YTD Sales: \$1.5M - \$1.999M	1	11	3	-73%
YTD Sales: \$2M+	0	13	3	-77%
YTD Close Price / Sq. Ft. Ratio	\$534	\$910	\$1,191	+31%
YTD Average Days-On-Market	70	14	32	+129%
YTD Average Sale Price	\$814,513	\$1,889,350	\$1,671,000	-12%

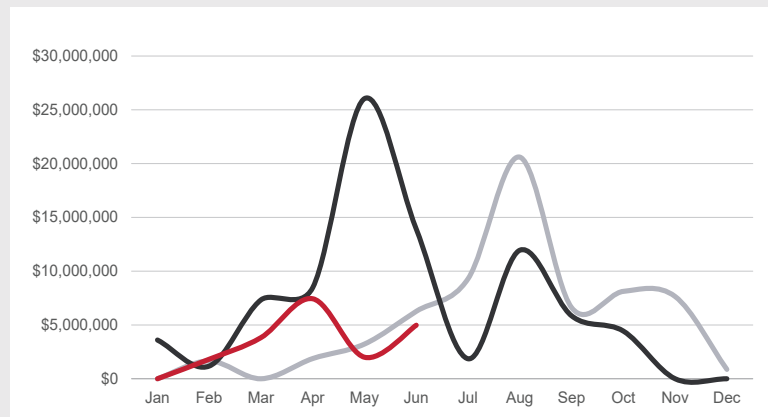
Tiny Township MLS® Waterfront Sales, Second Quarter
2020 vs. 2021 vs. 2022 (Volume)



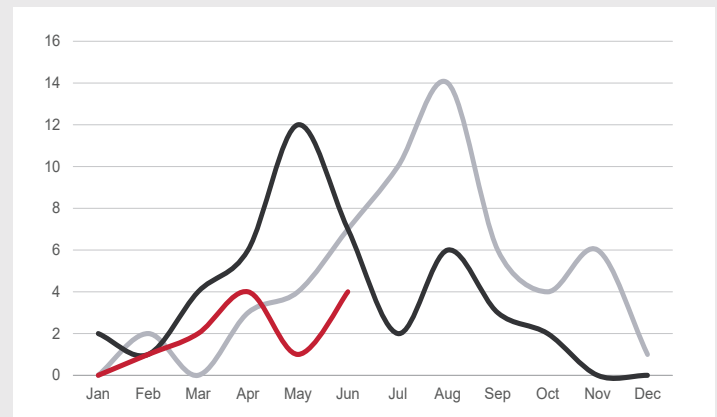
Tiny Township MLS® Waterfront Sales, Second Quarter
2020 vs. 2021 vs. 2022 (Units)



Tiny Township Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



Tiny Township Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



ROYAL LEPAGE LOCATIONS NORTH IN 2021

OUR 9TH STRAIGHT RECORD-BREAKING YEAR



WE BROKE OUR OWN SOUTHERN GEORGIAN BAY
REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$1,331,056,293 – up 12½ times from 2011

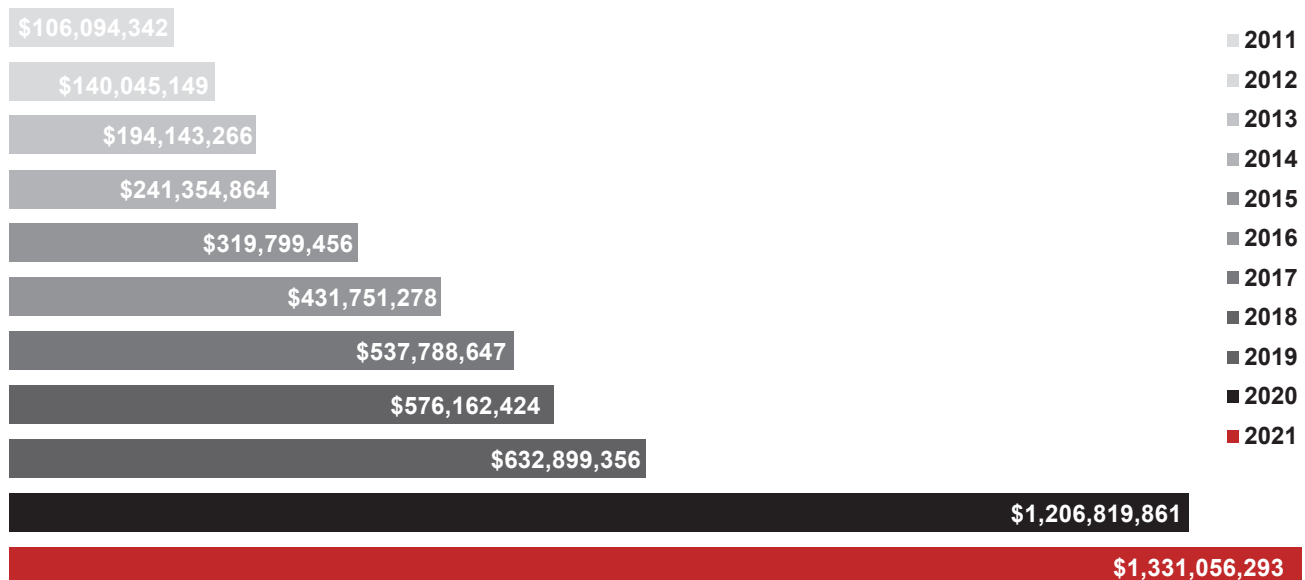


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH
NEARLY 3 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

Locations North Sales Volume, 2011 - 2021





LOCATIONS **NORTH**
BROKERAGE

PERSONAL PROFESSIONAL PROGRESSIVE

REAL ESTATE SERVICE

At Locations North we do everything we can to put you first. And that includes completely respecting your privacy. If we can ever be of help with your real estate needs, please give us a call or visit our website at www.locationsnorth.com

COLLINGWOOD

705-445-5520

330 First St.

THORN BURY

519-599-2136

27 Arthur St.

CREEMORE

705-881-9005

154 Mill St.

STAYNER

705-428-2800

7458 ON-26, #11.

MEAFORD

519-538-5755

96 Sykes St.

WASAGA BEACH

705-429-4800

1249 Mosley St.

WASAGA BEACH

705-617-9969

1344 Mosley St. Unit 5.

